



MINUTES
Emery County Travel Bureau
September 10, 2014 11:00am
Sheriff's Office
Green River, Utah

ATTENDANCE:

Members: Mike McCandless, Commissioner Migliori, Mark Williams, Keith Brady, Travis Bacon, Joshua Rowley, Chelsea Guymon and Tina Carter

Excused: Ray Jeffs, Jonathan Hunt and Jim Fauver

Guests: Aaron Farmer

Conducting and Welcome: Chairman Mike McCandless

1. **Approval of Minutes: August 6th** A motion was made by Mark with a second by Keith. **Motion APPROVED**
2. **Discussion of Financial Report:** The restaurant tax is good and is the highest reported for the month of August. The TRT looks good and we are on course to increase from last year. Mike mentions a statewide push to make sure we are paid the money we are owed.
3. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** Marshall Moore retired and is now with Granite Flats. There was a big discussion in Salt Lake about safety on film projects to help lessen injuries and fatalities. Remote Survivor to air on National Geographic in November. Feature movie about coal mining to be filmed in Emery and Helper in October. Working with BLM to speed up permission with permits for filming.
 - b) **State Parks:** Aaron Farmer is the new Park Manager for Green River and Goblin Valley. BBC will be filming a segment for a new nature documentary in Goblin Valley. Fall is the busy season for the parks and the campgrounds are all relatively full. Plans for a Goblin Valley Facebook page and talks about a possible Twitter and Instagram page for Goblin Valley to promote more traffic. Continued work on State Park trails. Water this year is higher than expected. Huntington Reservoir is at 80%, Millsite is at 78%, and Joe's Valley is at 68%. There is a lot of interest in State Parks just from the advertising we have done.
 - c) **Trail's Committee:** There was no Trails Committee meeting this month. Mark received an email from Ray about a Forest Service proposal for a bridge for Wagon Road Ridge. There would be an OHV route down into Joe's Valley from Wagon Road. Still moving forward with the Des Bee Dove trail. Non-Motorized trail map is almost finished and will be taken to trade shows in January. Green River will hopefully be able to include their trails on the map. Equestrian trails to be included on map. Clean up on Swinging Bridge and other CCC sites.
 - d) **Potluck:** They had their first Action meeting two weeks ago. The Information meeting will be about trails.
 - e) **EC Chamber:** Luncheon will be on the 24th in Castle Dale. Next luncheon will be in Green River in November
 - f) **Museums:** New exhibit for the Old Spanish Trail. New kids corner to educate the youth at San Rafael. Trying to get more community involvement at the John Wesley Powell museum. An Executive Board is being formed in Green River and will be doing training on how that should function.
 - g) **Buckhorn Information Center:** Tina will be meeting with designer about Buckhorn Information Center signage to complete changes and then finish final draft to send out for approval. Mark mentions a sign for Buckhorn Information Center. Restoration on Well is almost complete. Eldon has extra silhouettes if we'd like to use them. Ethan says we need to be careful with silhouette placement so we don't get bad attention. Put silhouettes on major routes. We need to do inventory on our signs.
 - h) **Tourism Development & Marketing:** Meeting in October for tourism. Need to focus on what we want our brand to be. We need to be able to sell San Rafael Country to attract more visitations. We need to be consistent in websites and parks. We need to make it known that we are San Rafael Country not Castle Country.
 - i) **Travel Show:** Kyle Ekker who helps with the Friendship Cruise wants to do a Boat Show. It would be around the same time as the RV Show. Concerns about permits on Friendship Cruise. Have Kyle fill out a grant application. With the Boat Show we need to promote lakes in the area.
4. **Discussion and Possible Recommendation for the Tourism Visit Scheduled for Monday, September 29th:** Tourism a statewide effort. Originally selected 3 counties for beta testing. Kane County is a new addition. Community meeting preferably to be held in Green River for asset reasons to possibly get Commissioners and Mayors involved. Promote non-national park assets. State Park expansion initiative for Goblin Valley. Possible charge for hiking in State Parks to promote it more. Payment will help with management of parks. Feb-March is the prediction for expansion approval bill from Rep. Bishop.

5. **Discussion and Possible Recommendations for ABA (American Bus Association) Motor Coach Marketing Guide:** \$750.00 gets you in the directory. Offer it up to the businesses to get them involved. Something to look into for next year. Partner with the businesses to help them get in the directory to market them. Business would pay half and we would pay the other half of the cost. Hotels and restaurants would be a good target.
6. **Discussion and Possible Recommendations for the County to include Utah's San Rafael Country with Current and Future County Information:** Have County buy into Utah San Rafael Country to get communities more involved. Marketing ourselves more to be more appealing. Help businesses with advertising and keep the billboards fresh. Match advertising costs with businesses to get them advertised.
7. **Discussion of Old Business:** None
8. **Discussion of New Business:** Joe's Valley Marina was open this year. They could use some help with advertising. Discussion about Utah Tourism Conference. We need to utilize social media more since it is a popular outlet for advertising. Mike is interested in having a Quartzite Retail Show here in Green River. He would like to advertise in Quartzite, Arizona. The Green River RV Show needs to be visible so people are drawn in and want to stop.
9. **Adjourn** – Thank you for coming!